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**Assignment 9:** Find out more about Amory Lovins. Explain his argument about the relationship between economic growth and energy consumption. INCLUDE ALL REFERENCES!!

Amory Lovins

Amory Lovins was born in Washington DC on November 13, 1947. He was a chief scientists of the Rocky Mountain Institute. His work mainly concentrated on the energy policy, environment resources security and development. He attended Harvard College and then transferred in 1967 to Magdalen College in England. He studied physics and by 1969, he became a Junior research Fellow in Oxfords Merton College studying for two years and got an Oxford master of arts thus becoming a University Don. Though he was intelligent, the University would not let him pursue a doctorate in energy in result he moved to London to resume his dream in the work on energy. Then in 1981, he moved back to Western Colorado which where he received many honorary degrees for his work. He had published 6 books by 1978 mainly talking about his ideas of energy. He really believed in himself and was confident of his advice about energy usage and other ideas. Amory Lovins has also favored a "[negawatt](http://en.wikipedia.org/wiki/Negawatt) revolution" complaining and arguing that utility customers do not want [kilowatt-hours](http://en.wikipedia.org/wiki/Kilowatt-hours) of electricity but they want energy services. He created this idea of the negawatt which was a unit in watts of energy saved which basically opposite to a watt. As said by Lovins." [energy efficiency](http://en.wikipedia.org/wiki/Energy_efficiency) ultimately represents a trillion dollar- a-year global market and American companies have at their disposal the technical innovations to lead the way". He saw his theory of negawatt markets as a win - win solution to many environment problems. Amory also developed the concepts of a Hyper car. The structure of this car would be ultra light with aerodynamic body with the usage of composite materials. Amory had some arguments to follow his go green theory's. First he argued that renewable's will take huge swaths of the overall energy market. (1976) Second the argued that Electricity consumption will fall. (1984) Third he argued that Cellulosic ethanol will solve our oil import needs. Last he argued that Efficiency will lower consumption. His methods of going green have been tested and argued against. Studies shows that the only energy source that has displaced any fossil fuel was nuclear power. Lovins still claims that nuclear power continues to die of an incurable attack on the market forces. Many still say that Amory's theory's of renewable energy is wrong.

Works Cited

"Green Energy Advocate Amory Lovins: Guru or Fakir?" *Energy Tribune*. Web. 27 Jan. 2010. <http://www.energytribune.com/articles.cfm?aid=676>.

"Worldchanging Interview: Amory Lovins." *Worldchanging: Bright Green*. Web. 28 Jan. 2010. <http://www.worldchanging.com/archives/009560.html>.